

CRAZY FOR
NANO REEF
TANKS

40

SELLING
UPSCALE
PET APPAREL

46

NEW TRENDS
IN FERRET
FOODS

64

NOVEMBER 2007 A BACKER PUBLICATION

pet age

SHELFLife

TOP Shelf

INNOVATIVE > CREATIVE > HEALTHFUL > CONVENIENT

TELL BELL

The Tell Bell allows dogs to “tell” owners when they need to go outside—a specialized form of communication that makes housetraining easier and more successful. The bell can be placed in an out-of-the-way spot by doors, where dogs will ring it only when they need to go potty. Each package includes two bells, a step-by-step training DVD and a manual.

Tell Bell (Alpharetta, Ga.)
877-DOG-TELL
www.tellbell.com

Circle 402 on Reader Service Card